

ABSTRACT OF THE DISCLOSURE

An advertisement of merchandise is displayed, and an e-mail message of information of the piece of merchandise, including link information capable of

5 linking with a site where the piece of merchandise is on sale, is transmitted to a user who has an interest in the displayed a piece of merchandise. The time required of the user to purchase the piece of merchandise can be shortened, the piece of merchandise

10 can be examined and purchased by simple operation, and the advertisement effect can be improved.